Slack Symposium

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slack

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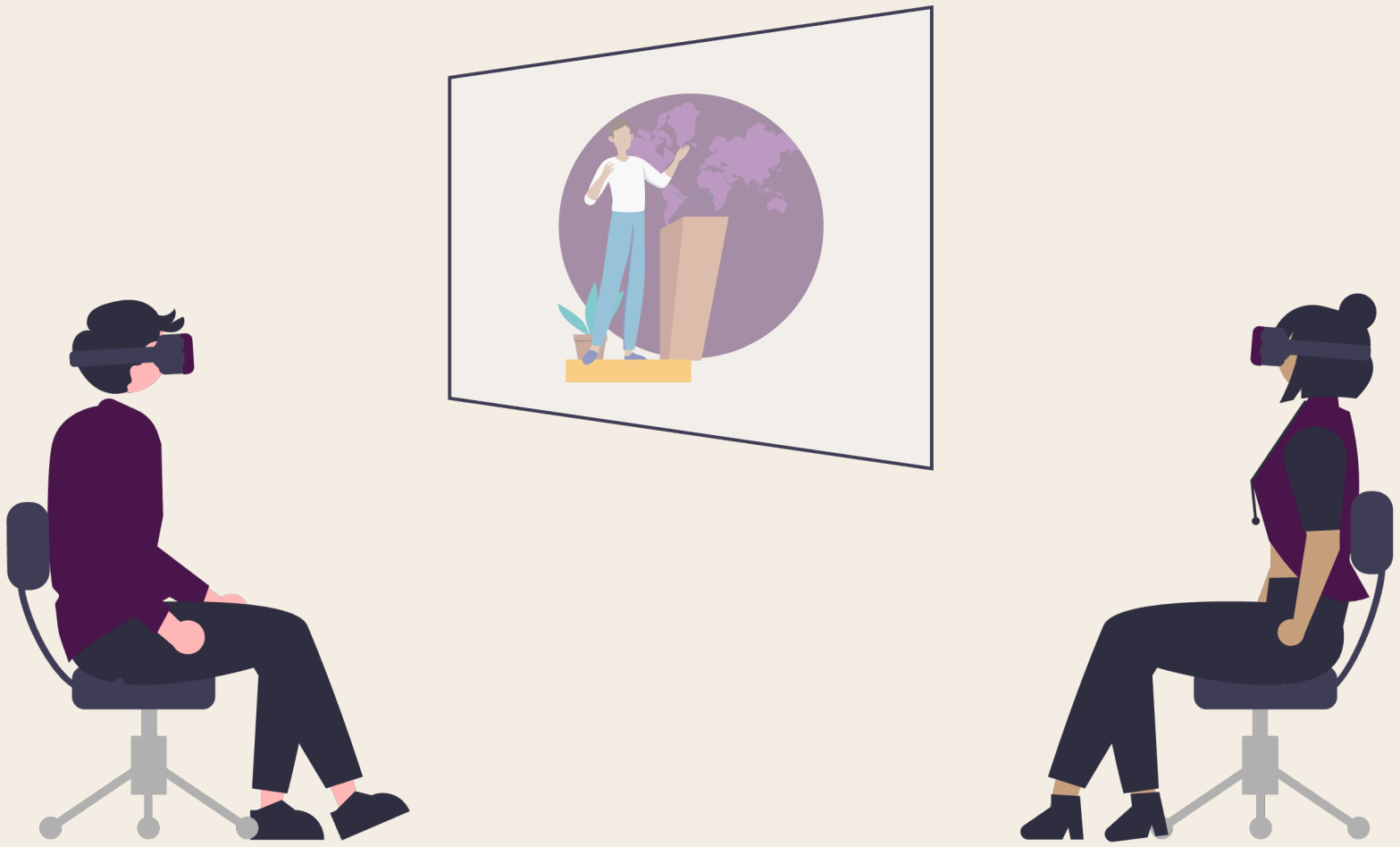


1. New Product

What is Slack Symposium?

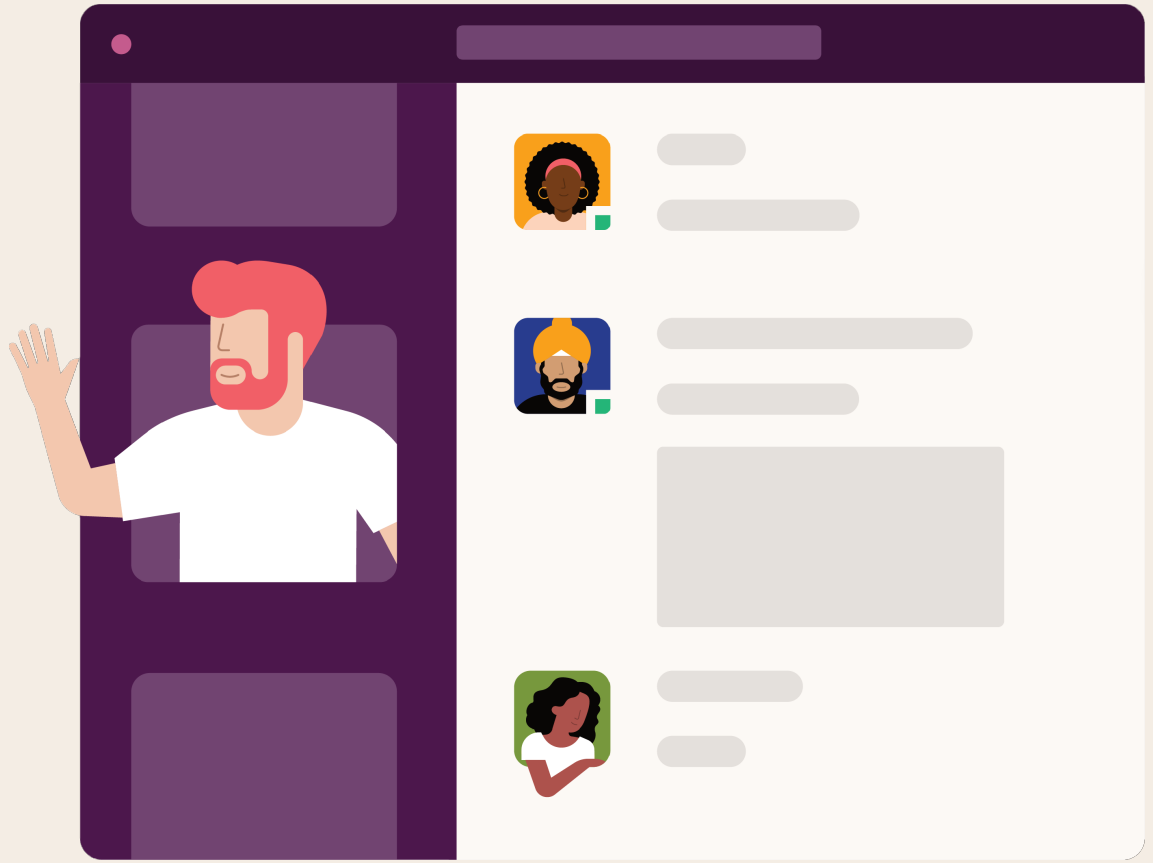
- A **conferencing solution,** leveraging **seamless integration** with the existing **Slack** platform
  - Includes scheduling, invitation, etc.

- Also includes a new optional add-on...

Symposium, meet *Surreal*

- **Slack Surreal** is an **AR/VR** headset enabling more **engagement** and **interaction**

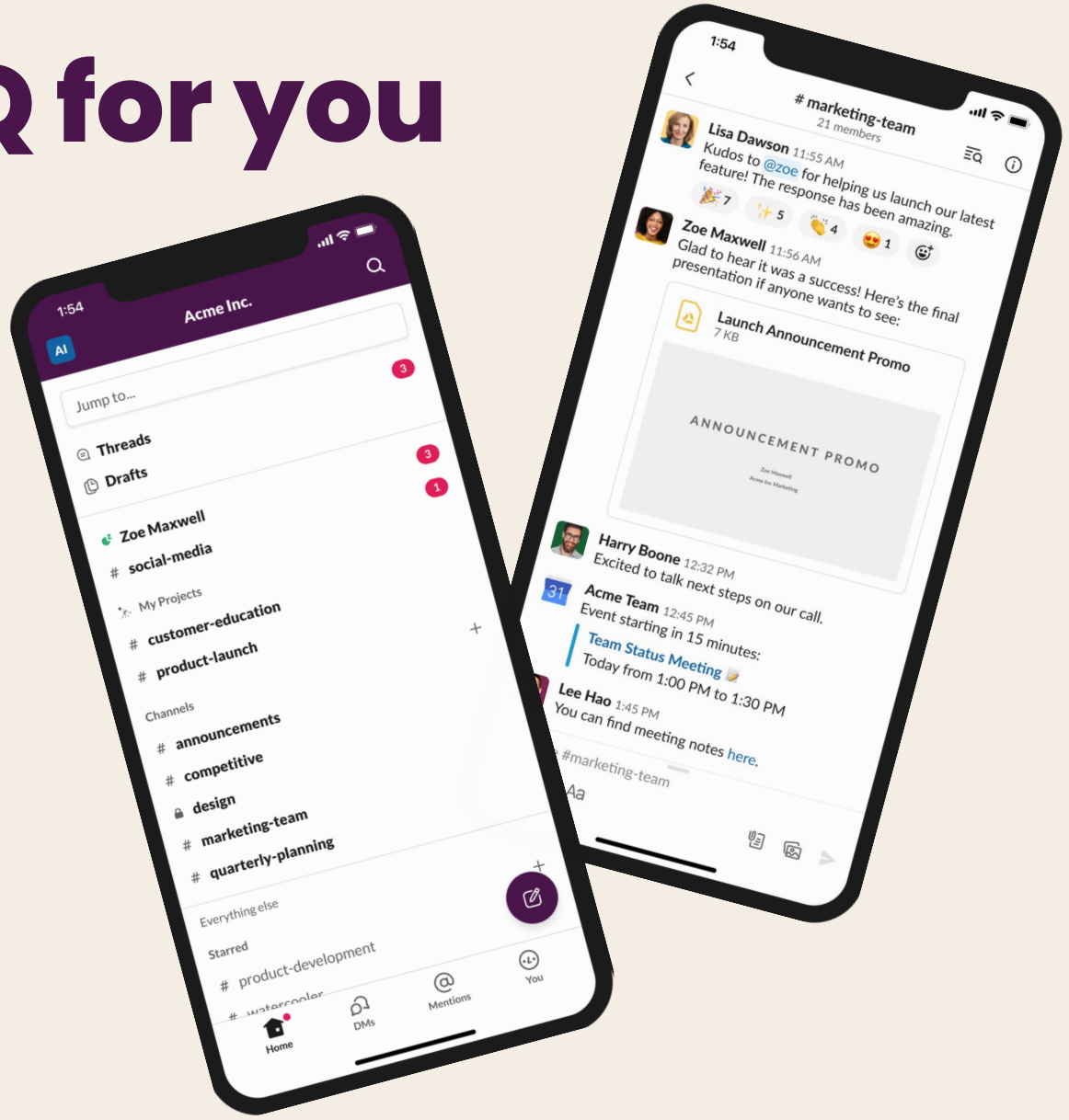
- **See** and **interact** with other attendees



2. Mission Fit

A holistic digital HQ for you

- **Slack** provides a **holistic experience** in a digital world
- Builds on our **consistency** and **seamless integration**
- **Reduces** the **need** to **"travel"** to other platforms



3. Process

Development

- **Slack Symposium**
  - Allow software engineers to **build** and **integrate the product**

- **Slack Surreal**
  - **Partner** with **Meta** and rebrand **Quest headsets**

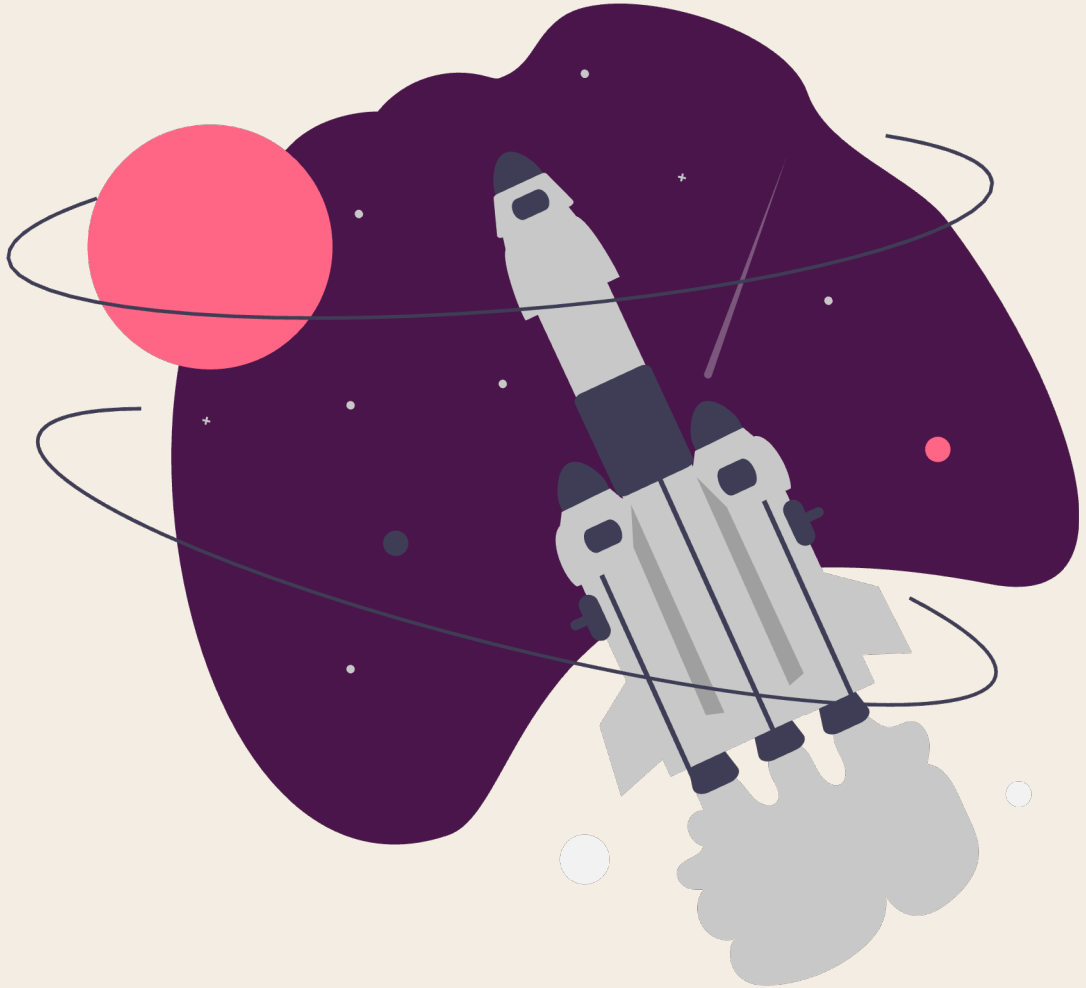
Announcement

- **Announced** at both **Slack Frontier** and **Salesforce Dreamforce**

- **Key** to **communicating value** to **stakeholders** and **shareholders**

Launch

- **Free beta test** with smaller companies
  - Allows time to stress test and improve product
- Full launch later to all companies

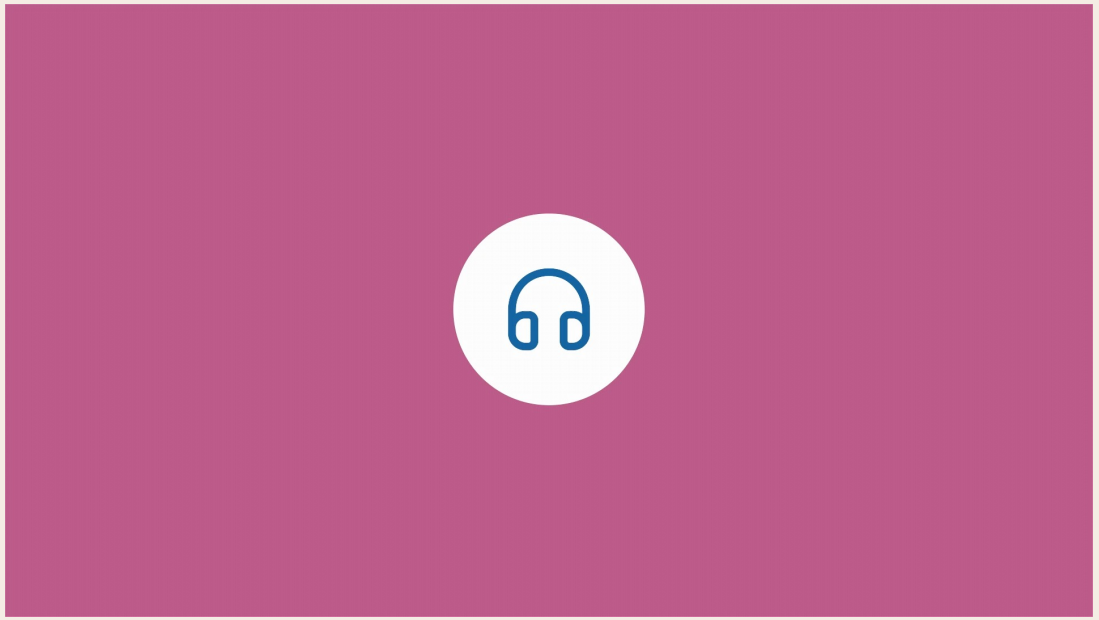


4. Portfolio Fit

We already do huddles...

- One-to-one **voice** and **video** calling **already exists** in Slack

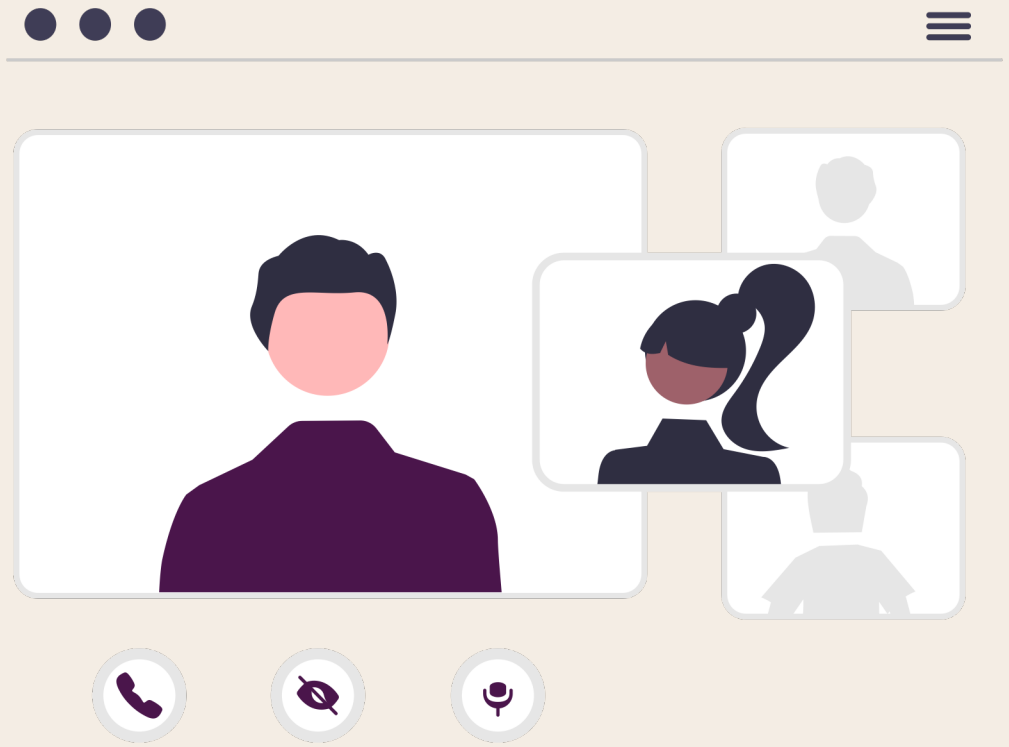
- Integration **reduces** the **pain** of scheduling and inviting

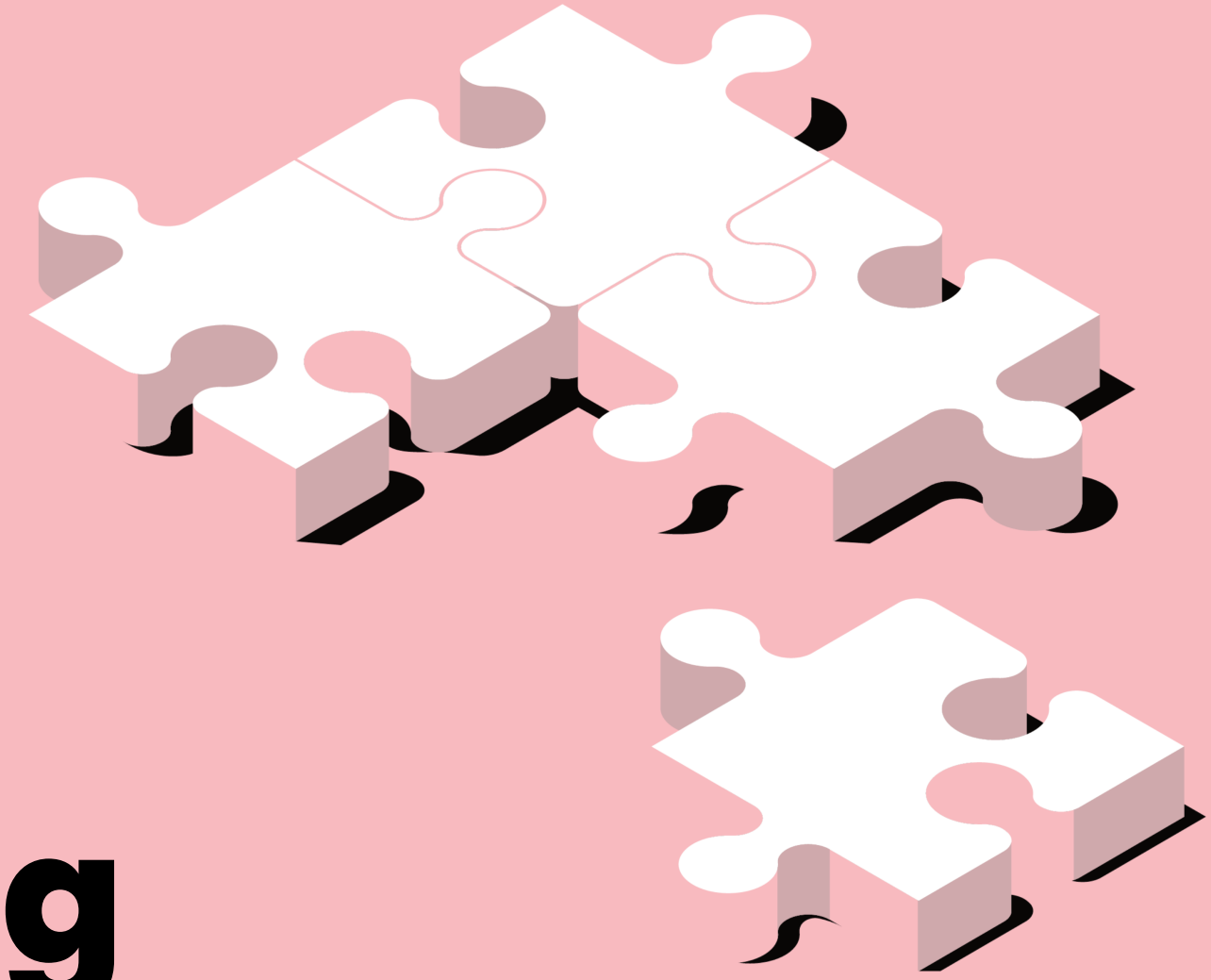


...so let's do symposiums

- **Surreal** and **Symposium** add a **fun** and **casual** element

- **Share** snacks, drinks, and even words (we know you do it) with colleagues in **virtual symposiums**





5. Marketing Mix

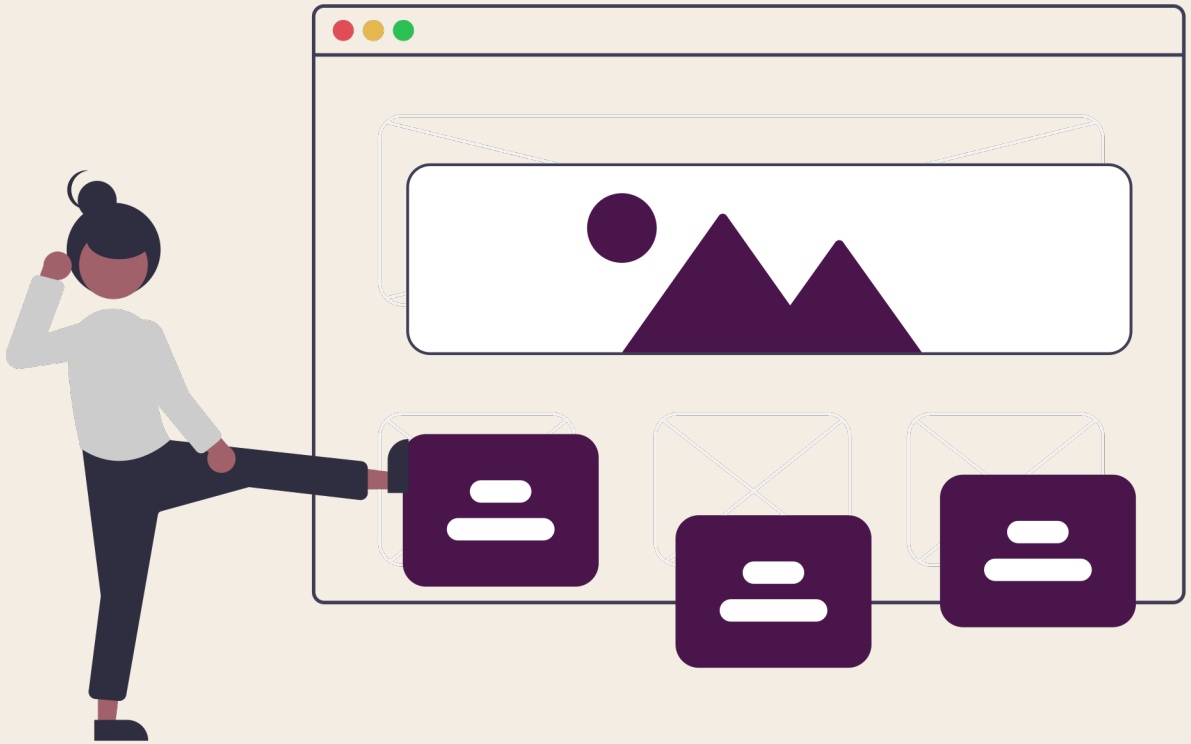
Product

- **Symposium + Surreal,** a **new** way to **conference**
  - **Whisper** to your seatmate
  - **Easily** retrieve past **symposiums**

Promotion

- **Free trial** to show the **necessity** and enhance the experience

- **Landing page** to **emphasize** the **value** and provide **key information**



Price

- Software
  - **More** features and **competitive** pricing
- Hardware
  - **Below** traditional B2C costs through partnership

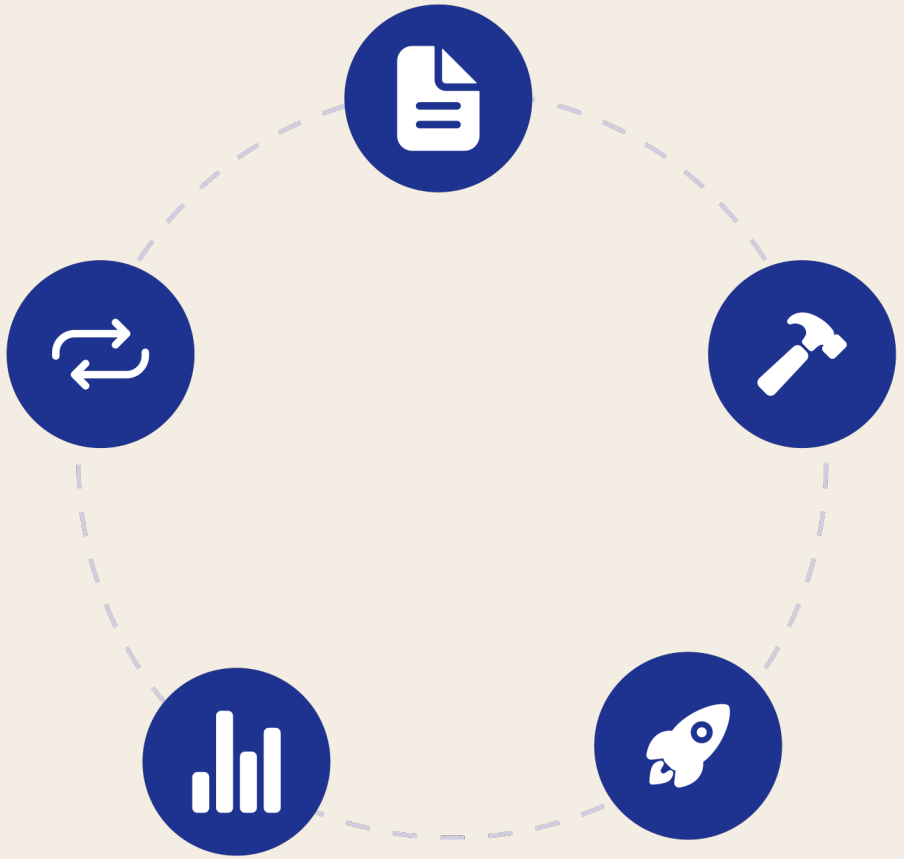
Place

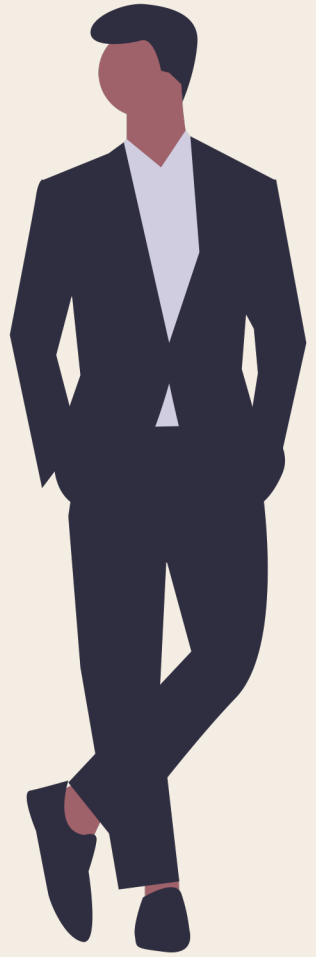
- Obtain through **Slack** or **Salesforce**
  - Symposium and Surreal will be available online

6. Product Elements

How do we stand out from the rest?

- **Seamless** notetaking
- **Optional surveys** before and after symposium
- **Placards** with **relevant info** and opportunities for **post-symposium networking**
- Option to **record** the symposium



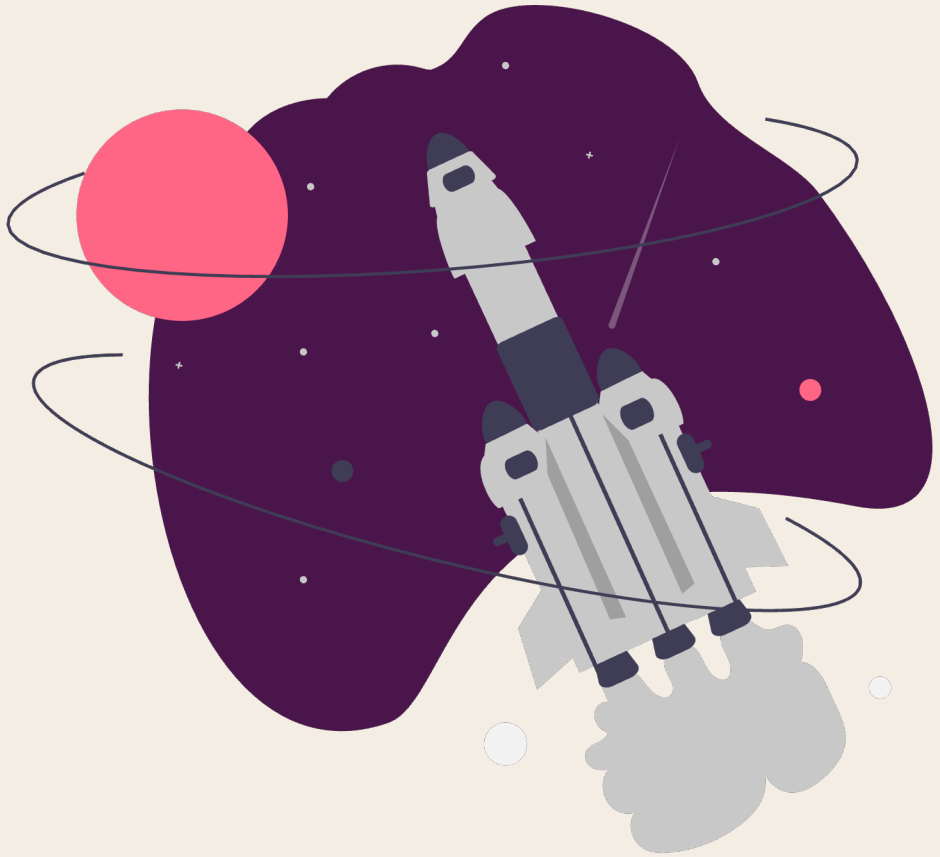


7. Lifecycle

Introductory Stage

- **Work closely** with companies during beta test to **improve** and **tailor** offering

- Need to **effectively communicate** value of **Symposium** and **Surreal**



Growth Stage

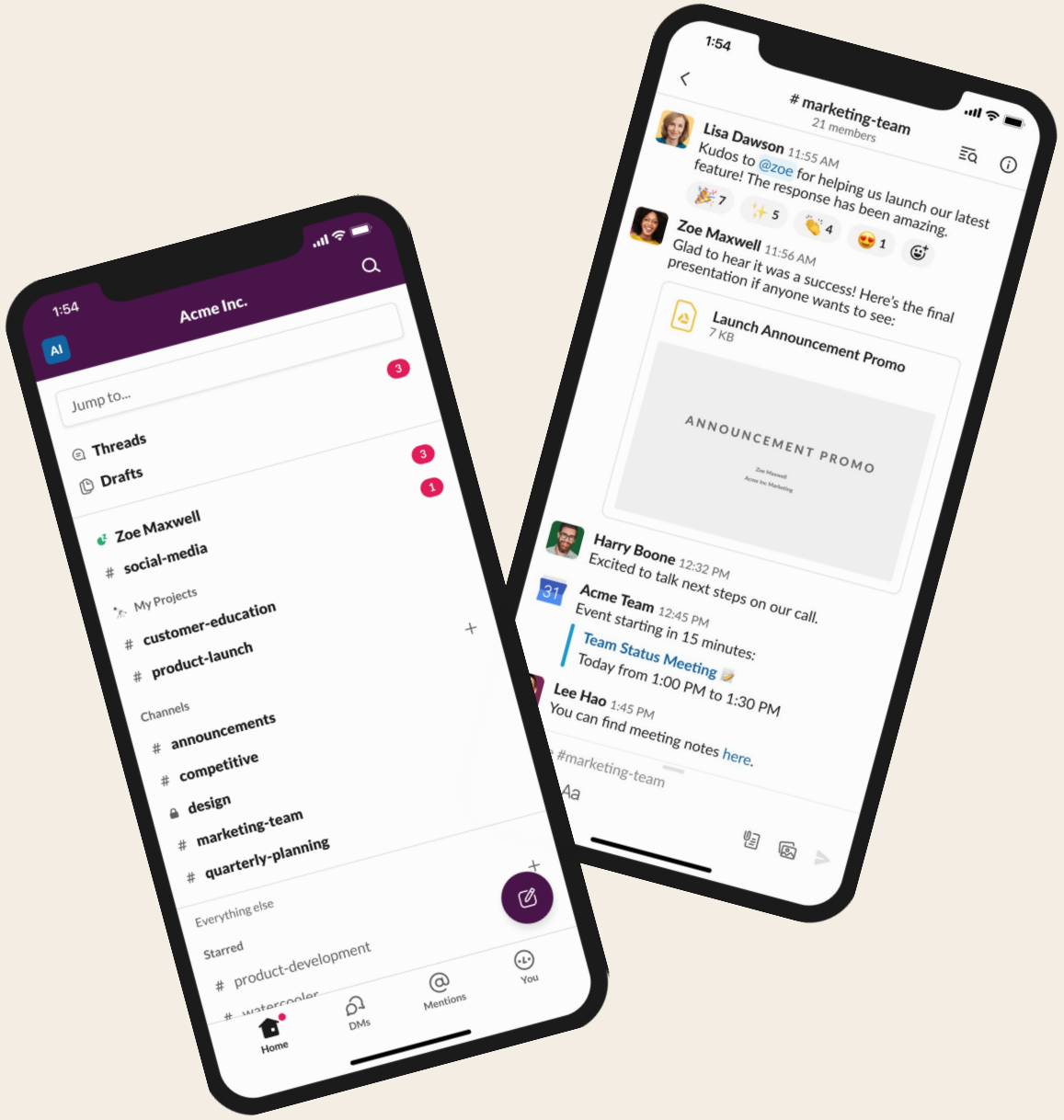
- Need to **effectively communicate** value of **Symposium** and **Surreal** in relation to competitors

Maturity Stage

- Need to consider the possibility of **price discounts** or **adding low-cost features**

Decline Stage

- Might shift focus from solely on **Symposium + Surreal** to **overall offering**

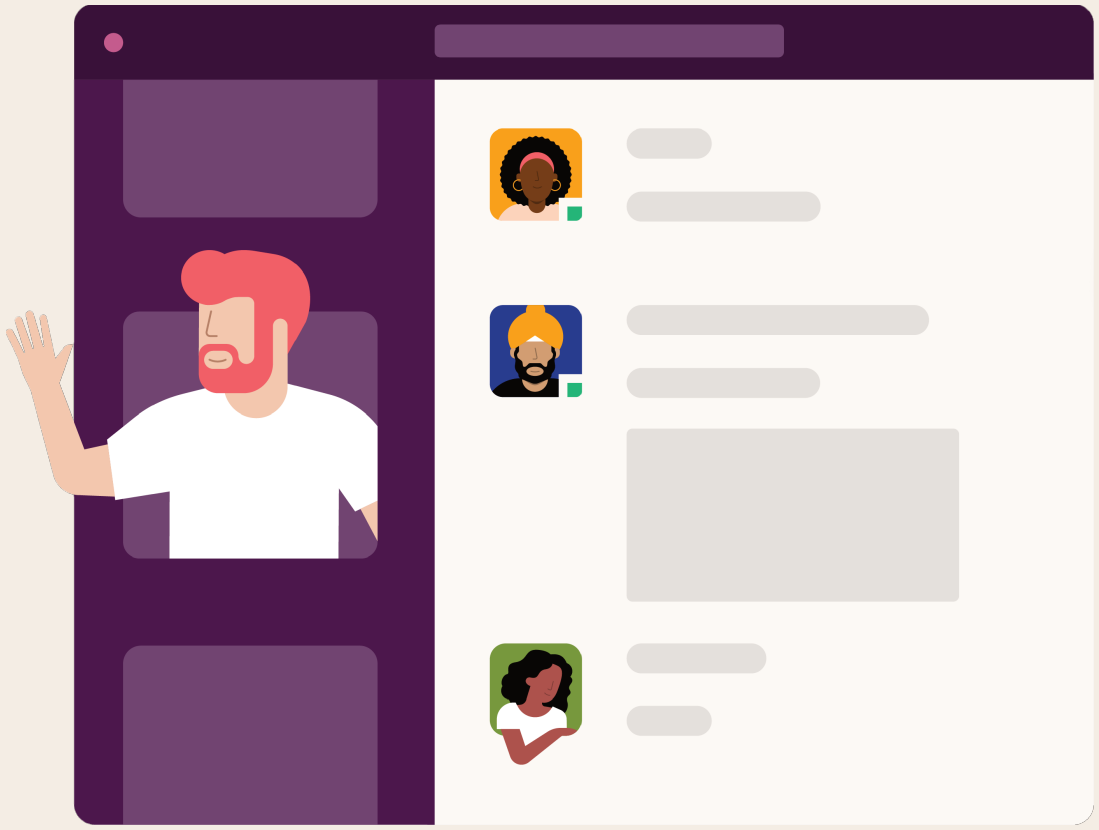


8. Diffusion

Complexity and Compatibility

- A **wide range of features** with an **easy-to-use interface**

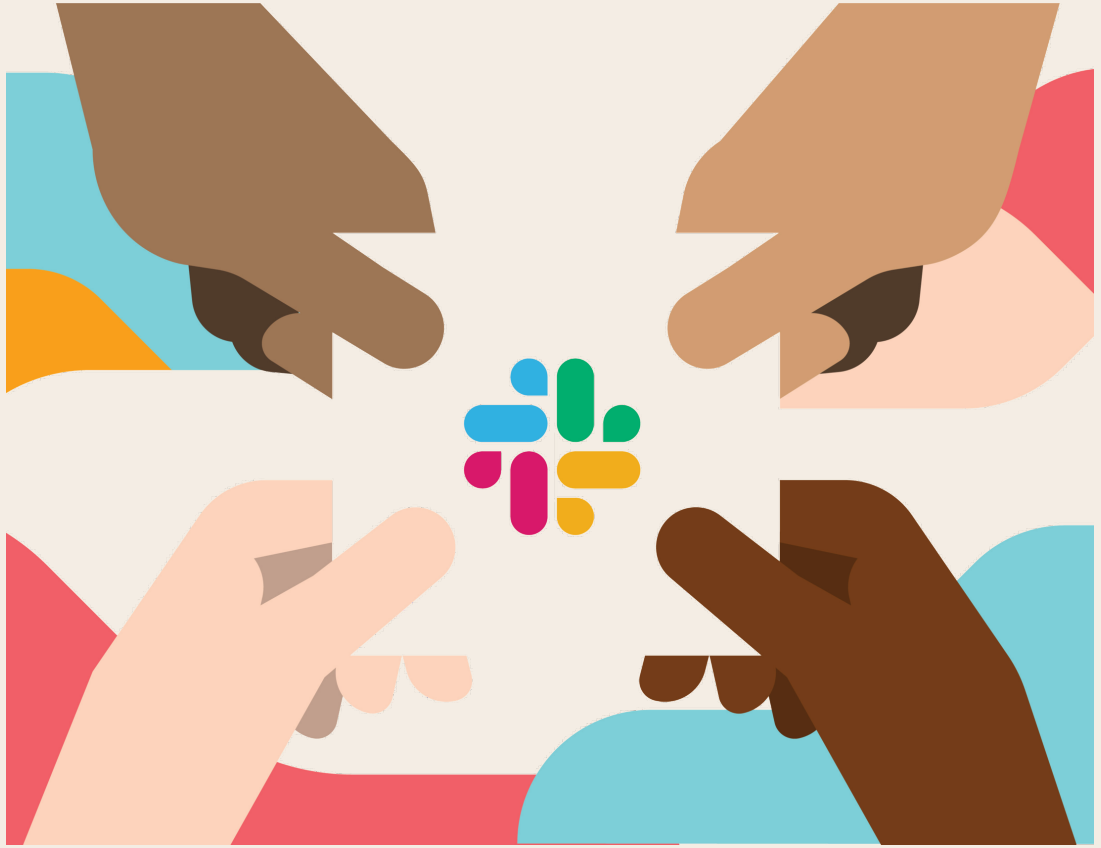
- **Symposium** works with existing devices; **Surreal** exists to **enhance** and add on



Relative Advantage

- **Integration** reduces travel between various platforms

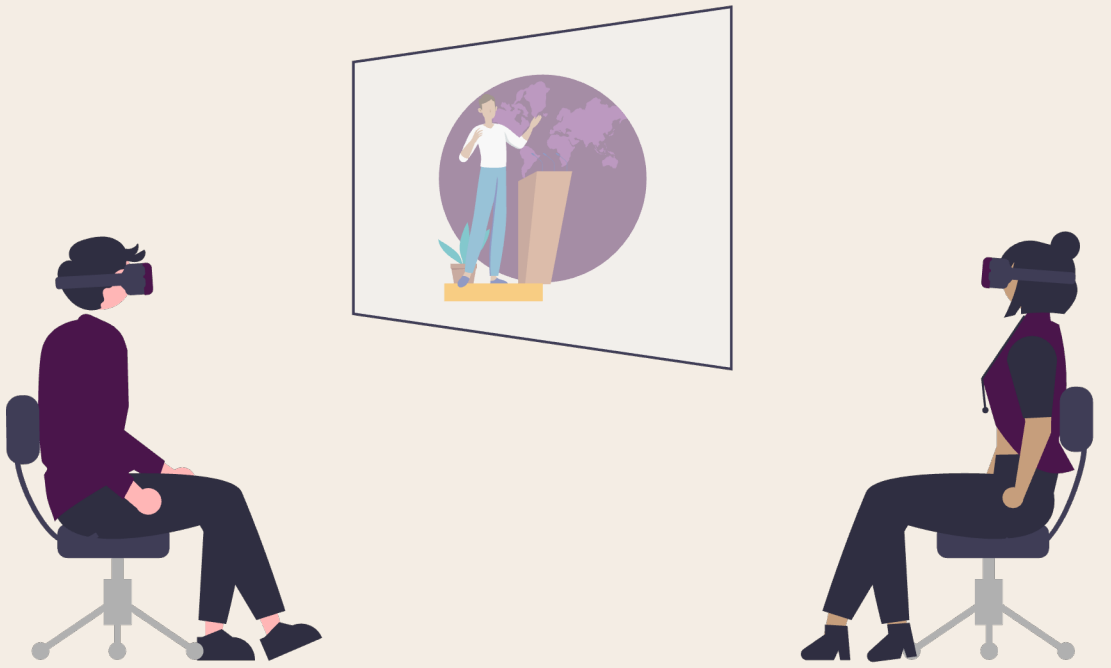
- **AR/VR** engages the user and **enhances the experience,** providing **new levels of interactivity**



Observability and Trialability

- **Features** and **advantages** must be **made clear** to users

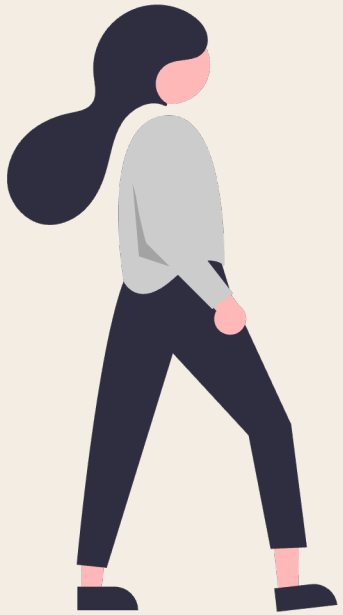
- **Free trial reduces** buyers' **risks**

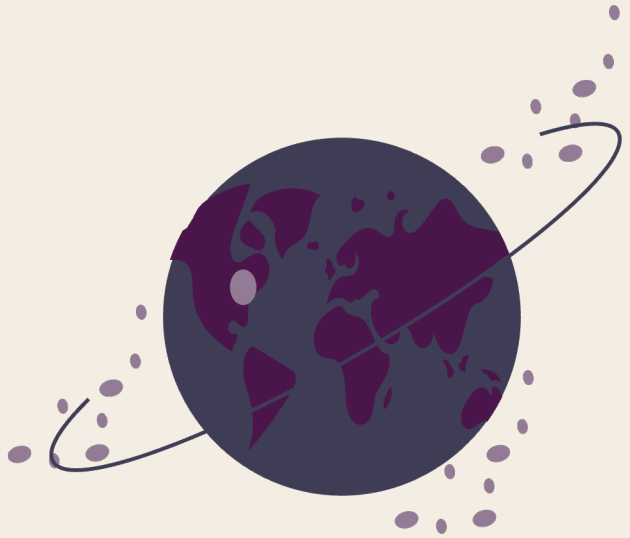


9. Global

We're multilingual

- **Symposium + Surreal** will be supported across at least 12 languages





Now let’s make you multilingual

- **Symposium + Surreal** will utilize real-time translation to bridge the gap across languages

10. Success Factors

We're a multi-national company

- Slack **shows** and **will continue to show** the **necessary commitment** towards **global markets**

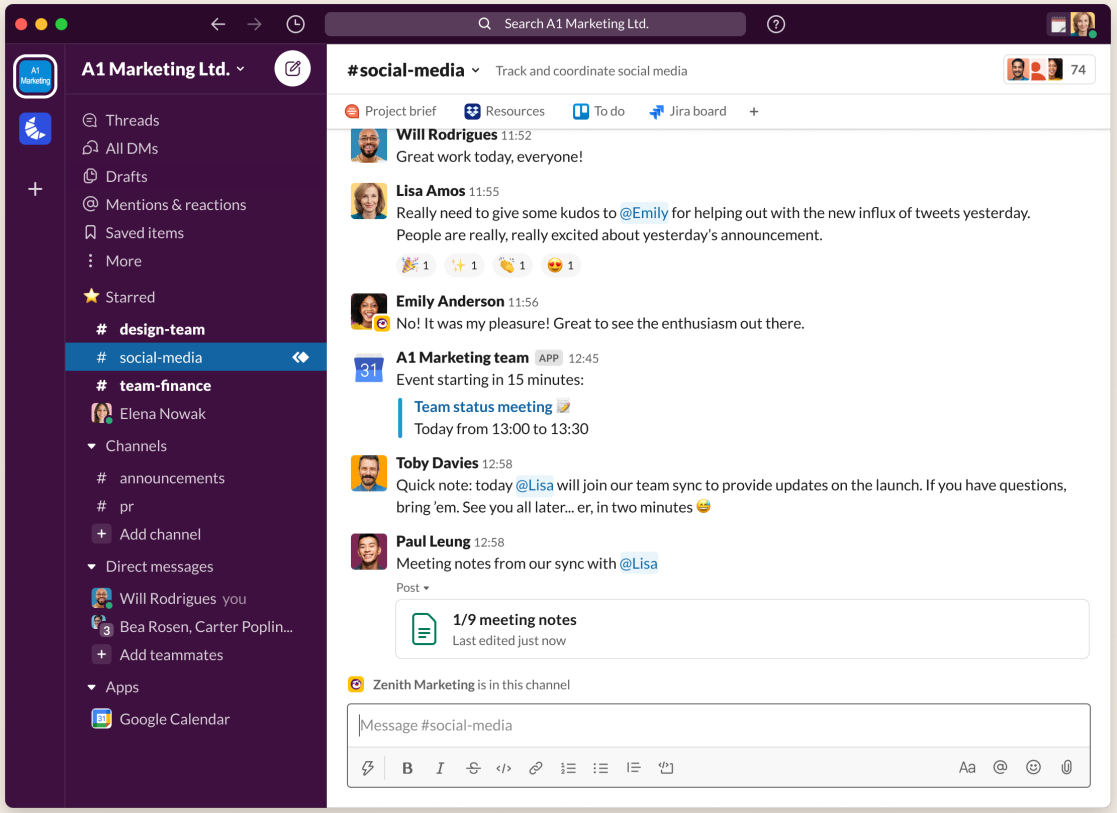
Pacing toward early adopters

- Our **large existing user base** and **wide reach** enable a **quick path** to **early adopters**

Ease-of-Use and Ecosystem

- A **simple/friendly UI/UX** enable Slack to **work well** with **start-ups** and **industry leaders alike**

- Our **ecosystem** and **APIs reduce the need** for additional software



Thank you

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